



# WMAU 10 Year Strategic Plan (2025–2035)

<b>WHO WE ARE</b>	Wikimedia Australia is the independent not-for-profit Australian chapter supporting and promoting Wikimedia projects and communities.
<b>VISION</b>	By 2035 all Australian people can freely access, share, enjoy and contribute knowledge to Wikipedia and other Wikimedia free knowledge projects. Wikimedia Australia is an inspiring and collegiate player in free knowledge locally, across our region and across the global Wikimedia movement. This is how Wikimedia Australia will deliver on the Wikimedia Foundation's <a href="#">vision for 2030</a> and inform our work beyond 2030.
<b>MISSION</b>	Consistent with the Wikimedia Foundation's <a href="#">mission</a> and <a href="#">guiding principles</a> , Wikimedia Australia seeks to unlock the potential of free knowledge by empowering and engaging Australian people to freely participate in Wikipedia and other Wikimedia free-knowledge projects.
<b>PURPOSE</b>	<p>Wikimedia Australia's purpose is to grow free knowledge in Australia, about Australia and by Australians on Wikipedia and other Wikimedia free knowledge projects. This happens because we:</p> <ul style="list-style-type: none"> <li>▪ embody the Wikimedia Foundation's mission and guiding principles and demonstrate them in everything we do</li> <li>▪ raise awareness of, advocate for and defend free knowledge, locally, across our region and across the global Wikimedia movement</li> <li>▪ recognise and celebrate the diversity of Australians and everything they bring to free knowledge</li> <li>▪ support and encourage Australians to contribute to free knowledge through training, support and community building</li> <li>▪ encourage the creation and maintenance of accurate, up-to-date free knowledge – especially about Australia.</li> <li>▪ improve our organisation through good governance and leadership</li> <li>▪ contribute to the global Wikimedia movement by being a good neighbour in our region and a good friend to the Wikimedia Foundation and other <a href="#">Wikimedia movement organisations</a>.</li> </ul> <p>When we do this, we create opportunities and spaces for all Australians to access,</p>

	share, enjoy and contribute knowledge for their own fulfilment and for the benefit of everyone – in Australia and around the world.		
Strategic pillar 1: Grow free knowledge			
VALUES	Access to free knowledge	Collaboration and support	Advocacy
VALUES STATEMENT	Every Australian – including Aboriginal and Torres Strait Islander Peoples – should have equitable access to and be able to contribute to the sum of all knowledge. Wikimedia Australia defends their ability to do so.		
GOALS	<div>1.1 <b>Grow public awareness of Wikimedia platforms</b> – Raise awareness of and public understanding of Wikipedia and other Wikimedia free knowledge platforms, the Wikimedia Foundation, its mission and guiding principles and, the global Wikimedia movement within Australia.</div> <div>1.2 <b>Promote, advocate for and defend Wikimedia platforms</b> – Promote Wikipedia and other Wikimedia free knowledge platforms to Australian readers and potential contributors. We advocate for the platforms and users, and defend them against any impingement on the Wikimedia Foundation’s mission and guiding principles.</div> <div>1.3 <b>Increase Australian contributions</b> – Expand the Australian contributor community – both Australians creating free knowledge and Australian content on Wikipedia and other Wikimedia free knowledge platforms.</div> <div>1.4 <b>Empower Australian contributors</b> – All Australian contributors are empowered to freely share knowledge. Their confidence and competence are increased through training, mentorship and community.</div> <div>1.5 <b>Diversify participation</b> – Encourage and support diverse participation from Australians of all backgrounds, cultures and perspectives.</div> <div>1.6 <b>Contribute to the free knowledge movement</b> – Wikimedia Australia and the Australian contributor community contribute positively to free knowledge locally, across our region and across the global Wikimedia movement, through leadership, mentorship and soft power.</div>		
SMART OBJECTIVES	<div><div>▪ To deliver a promotional and educational campaign by 2030.</div><div>▪ To increase average unique visitors to content on Wikipedia and other Wikimedia free knowledge platforms associated with Wikimedia Australia’s projects by 10% annually.</div><div>▪ To increase Australian content on Wikipedia and other Wikimedia</div></div>	<div><div>▪ To increase the <a href="#">Australian contributor community</a> by 5% annually.</div><div>▪ To deliver a minimum of 10 industry-specific training opportunities annually.</div><div>▪ To increase participation in Wikimedia Australia’s training and support initiatives by 5% annually.</div><div>▪ To see a minimum of</div></div>	<div><div>▪ To develop and implement an advocacy strategy by 2026, outlining key priorities and approaches for advocating for free knowledge.</div><div>▪ To establish and maintain relationships with a minimum of 10 key decision-makers in government or relevant organisations who</div></div>

	<p>free knowledge platforms by ten per cent annually through participation in Wikimedia Australia's projects.</p> <ul style="list-style-type: none"> <li>▪ To encourage the improvement of the quality of a minimum of 100 items of Australian content on Wikipedia and other Wikimedia free knowledge platforms annually.</li> <li>▪ To support and facilitate at least ten contributions of significant Australian knowledge to Wikipedia and other Wikimedia free knowledge platforms by 2035.</li> <li>▪ To establish and maintain relationships with a minimum of 10 journalists or content makers leading to at least 12 positive mentions annually of free knowledge, Wikimedia and/or Wikipedia and other Wikimedia free knowledge platforms in Australia by 2035.</li> </ul>	<p>10% of training participants continue to contribute to Wikipedia and other Wikimedia free knowledge platforms annually.</p> <ul style="list-style-type: none"> <li>▪ To develop and disseminate relevant educational resources, reaching at least 5,000 engagements (views, downloads, citations, etc) annually.</li> <li>▪ To establish a mentorship and support program connecting experienced Wikimedians with new contributors, with at least five mentor-mentee pairs participating annually.</li> <li>▪ To develop a minimum of five successful partnerships annually, including at least one new partnership annually.</li> <li>▪ Deepen international engagement by participating in priority events: a minimum of five ESEAP regional events or international engagements.</li> </ul>	<p>can influence free knowledge in Australia by 2035.</p> <ul style="list-style-type: none"> <li>▪ To advocate for free knowledge in a minimum of three public fora annually (e.g. conferences, media comment, etc).</li> <li>▪ To submit a minimum of two compelling, evidence-based submissions to relevant government or other relevant consultations advocating for free knowledge in Australia annually.</li> <li>▪ To participate in a minimum of two engagements annually to share our advocacy knowledge and experience in our region and the Wikimedia movement globally.</li> <li>▪ To support a minimum of five research outputs that contribute positively to the Wikimedia movement by 2035.</li> </ul>
<b>WHY</b>	<ul style="list-style-type: none"> <li>▪ To improve awareness of and public perception of Wikipedia and the other Wikimedia free knowledge platforms in Australia.</li> <li>▪ To improve the</li> </ul>	<ul style="list-style-type: none"> <li>▪ To grow our membership and the Wikimedia movement in Australia.</li> <li>▪ Improved contributor retention comes from support and feeling</li> </ul>	<ul style="list-style-type: none"> <li>▪ To help defend and protect free knowledge in Australia through identifying support from key decision-makers, advocating for supportive</li> </ul>

	<p>representation of Australian topics, history, culture and biodiversity on the Wikimedia platforms and projects.</p> <ul style="list-style-type: none"> <li>▪ To improve the diversity of Australian voices contributing to Wikipedia and the other Wikimedia free knowledge platforms.</li> <li>▪ Free knowledge is crucial in troubled times – in combating misinformation and disinformation, promoting equity and strengthening communities and democracy.</li> </ul>	<p>connected to a community.</p> <ul style="list-style-type: none"> <li>▪ To build and maintain a strong, vibrant and diverse community of supporters for Wikimedia Australia.</li> <li>▪ To help increase the sustainability and resilience of Wikimedia Australia.</li> <li>▪ To provide a suite of training and support opportunities that accommodate different learning and contribution styles.</li> </ul>	<p>government policies and securing positive media mentions of Wikimedia Australia, Wikipedia and the other Wikimedia free knowledge platforms.</p> <ul style="list-style-type: none"> <li>▪ Improving our media profile makes Wikimedia Australia a preferred commentator on relevant topics.</li> <li>▪ To increase scholarly research exploring research topics related to Wikipedia and the other Wikimedia free knowledge platforms.</li> </ul>
<b>KEY INITIATIVES</b>	<ul style="list-style-type: none"> <li>▪ ‘Why Wiki’ multi-channel campaign to increase awareness of Wikimedia Australia, Wikipedia, other Wikimedia free knowledge platforms.</li> <li>▪ Develop a comprehensive Marketing Communications Strategy for Wikimedia Australia.</li> <li>▪ ‘Free knowledge’ targeted training program for underrepresented communities and topics.</li> <li>▪ Undertake an audit of Australian projects and an Australian content gap analysis.</li> <li>▪ Identify unique Australian knowledge and connect them to Wikipedia and other</li> </ul>	<ul style="list-style-type: none"> <li>▪ Increase Australian Administrators of Wikimedia platforms.</li> <li>▪ Review, refine and diversify our training and target training programs to specific industries.</li> <li>▪ Grow new partnerships and deepen relationships with existing partners.</li> <li>▪ Grow our collegiality and culture of mentoring.</li> <li>▪ Identify opportunities to partner with Wikimedia movement organisations in ESEAP.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Develop and improve processes for managing government relations, including recruiting a government relations and policy role.</li> <li>▪ Make submissions to government and other relevant consultations and inquiries that advance free knowledge in Australia.</li> <li>▪ Develop and improve processes for securing positive media mentions.</li> <li>▪ Commission and publish research on the economic, social, and cultural impact of free knowledge to provide evidence-based support for advocacy</li> </ul>

	Wikimedia free knowledge platforms.		efforts.
<b>Strategic pillar 2: Strive for knowledge equity</b>			
<b>VALUES</b>	Inclusivity and diversity	Being safe and welcoming	Respect
<b>VALUES STATEMENT</b>	Our pursuit of more diverse, equitable, accessible and inclusive free knowledge is respectful and ethical. We model respectful and ethical approaches to different communities and knowledges.		
<b>GOALS</b>	<p>2.1 <b>Diversify our membership</b> – To increase the diversity of our membership and the Australian contributor community, including Aboriginal and Torres Strait Islander Peoples and underrepresented communities.</p> <p>2.2 <b>Diversify Australian free knowledge</b> – To grow and improve Australian content on Wikipedia and other Wikimedia free knowledge platforms to more accurately reflect the richness and diversity of contemporary Australia.</p> <p>2.3 <b>Improve access for all Australians</b> – Improve access to Wikipedia and other Wikimedia free knowledge platforms through digital literacy and inclusion, and by improving Australian content that is available in languages spoken in Australia.</p> <p>2.4 <b>Prioritise everyone's safety</b> – Proactively apply our Safe Space policy and the Universal Code of Conduct to make Wikipedia and other Wikimedia free knowledge platforms, events and activities safe and welcoming for all Australians.</p> <p>2.5 <b>Be a good ally</b> – Wikimedia Australia models cultural respect and cultural safety for Aboriginal and Torres Strait Islander Peoples and underrepresented communities locally, across our region and across the global Wikimedia movement.</p> <p>2.6 <b>Be a good neighbour and a good friend</b> – Wikimedia Australia supports knowledge equity across our region and across the global Wikimedia movement through listening, learning, collaboration and cultural exchange.</p>		
<b>SMART OBJECTIVES</b>	<ul style="list-style-type: none"> <li>▪ To increase representation of underrepresented groups in our membership by at least 15% by 2035.</li> <li>▪ Within the structured mentorship and support program, establish a stream catered to support for underrepresented groups, with at least</li> </ul>	<ul style="list-style-type: none"> <li>▪ To increase Australian content on Wikipedia and other Wikimedia free knowledge platforms available in at least three languages spoken in Australia other than English by 10 per cent by 2035.</li> <li>▪ Ensure that 100 per cent of new members and event</li> </ul>	<ul style="list-style-type: none"> <li>▪ To deliver cultural competency training to our facilitators, members and the Australian Wikimedia movement by 2030.</li> <li>▪ To develop training on Accessibility on Wiki platforms by 2027 and deliver it a minimum of once annually.</li> </ul>

	<p>10 mentor-mentee pairs participating by 2035.</p> <ul style="list-style-type: none"> <li>▪ Partner with a minimum of five Aboriginal and Torres Strait Islander communities by 2035.</li> <li>▪ Partner with a minimum of ten regional and remote Australian communities by 2035.</li> <li>▪ Partner with a minimum of five language communities by 2035.</li> <li>▪ Partner with a minimum of five other underrepresented communities by 2035.</li> </ul>	<p>attendees are made aware of the Safe Space policy through onboarding processes, training and event communication.</p> <ul style="list-style-type: none"> <li>▪ Strive to achieve zero reported Safe Space incidents annually.</li> <li>▪ Ensure the Safe Space policy is reviewed at least annually, incorporating feedback from diverse communities, starting in 2026.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ensure that 100 per cent of new Partnership agreements include a commitment to respectful and ethical engagement with Aboriginal and Torres Strait Islander communities and knowledges.</li> <li>▪ In consultation with our members, to make compliance with the ICIP Protocol compulsory for members by 2030.</li> </ul>
<b>WHY</b>	<ul style="list-style-type: none"> <li>▪ To diversify the composition of our membership and the Australian contributor community.</li> <li>▪ To respectfully and appropriately address the mixed experiences of Aboriginal and Torres Strait Islander Peoples using and contributing to Wikipedia and other Wikimedia free knowledge platforms.</li> <li>▪ To support underrepresented communities to contribute to Wikipedia and the other Wikimedia free knowledge platforms.</li> <li>▪ Missing and hidden histories, stories and contexts are part of</li> </ul>	<ul style="list-style-type: none"> <li>▪ To proactively respond to safety concerns for Aboriginal and Torres Strait Islander Peoples and other underrepresented communities.</li> <li>▪ To contribute positively to making Wikipedia and the other Wikimedia free knowledge platforms safer for all readers and contributors.</li> <li>▪ A safer Wikimedia movement protects users from harmful content and behaviours.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Respectful interactions create a welcoming and inclusive environment where everyone feels comfortable contributing.</li> <li>▪ To embed a 'nothing about us without us' culture in our members and the Australian contributor community.</li> <li>▪ Working to minimise 're-erasure' of underrepresented groups.</li> <li>▪ Respectful communication facilitates constructive dialogue, which reduces conflict, leads to greater collaboration among</li> </ul>

	and enhance free knowledge, enhancing Wikimedia platforms for the better.		contributors and enhances the movement's credibility.
<b>KEY INITIATIVES</b>	<ul style="list-style-type: none"> <li>Recruit an identified Aboriginal or Torres Strait Islander role to establish self-determined initiatives.</li> <li>Develop an Indigenous Cultural and Intellectual Property (ICIP) and Indigenous Data Sovereignty (IDSov) Protocol for Wikimedia Australia respectfully, with care, and in partnership with Aboriginal and Torres Strait Islander Peoples.</li> <li>To develop initiatives focused on regional communities, Indigenous Australians, people from culturally and linguistically diverse backgrounds, and people with disabilities, including incorporating <a href="#">Wiki in a Box</a> into training and support offers.</li> </ul>	<ul style="list-style-type: none"> <li>Establish a Multilingual Content Development and Translation initiative.</li> <li>Conduct a Disability audit of Wikimedia Australia's activities, events and marketing communications outputs.</li> <li>Encourage accessibility on Wikipedia and other Wikimedia free knowledge platforms.</li> <li>Regularly consult with diverse communities to gather feedback on Wikimedia Australia's activities and ensure that their needs are being met.</li> <li>Work with relevant Wikimedia movement organisations to improve representation and inclusion internationally.</li> <li>To develop training on Safe Spaces by 2026 and deliver it a minimum of once annually (online).</li> </ul>	<ul style="list-style-type: none"> <li>Develop a Reconciliation Action Plan.</li> <li>Develop a Disability and Neurodiversity Inclusion Action Plan.</li> <li>Establish an Aboriginal and Torres Strait Islander Advisory Council.</li> <li>Deliver self-determined Aboriginal and Torres Strait Islander initiatives.</li> <li>Support Australian Wikimedians from diverse backgrounds to suggest, develop and deploy initiatives.</li> </ul>
<b>Strategic pillar 3: Build a stronger organisation</b>			
<b>VALUES</b>	Accountability and integrity	Leadership	Continual improvement
<b>VALUES</b>	Ethical leadership, accountability, transparency, integrity and fairness are		

<b>STATEMENT</b>	fundamental to how we build and maintain trust.		
<b>GOALS</b>	<p>3.1 <b>Good governance is ongoing</b> – Wikimedia Australia holds itself to a high standard of nonprofit governance and we strive to continually improve our operations.</p> <p>3.2 <b>Accountable and fair</b> – Wikimedia Australia is a transparent and accountable organisation that is fair and consistent in what we do.</p> <p>3.3 <b>Responsibility to people and the planet</b> – Wikimedia Australia has a responsibility to our people and the planet. We take that responsibility seriously in everything that we do.</p> <p>3.4 <b>Adaptability and innovation</b> – Wikimedia Australia embraces change, we are adaptable and we explore innovative, solutions-focused ways of working. We approach complexity with consideration and care.</p> <p>3.5 <b>Lead and advocate responsibly</b> – Wikimedia Australia responsibly uses its position and influence to advocate for Wikipedia and other Wikimedia free knowledge platforms and defend them against any impingement on the Wikimedia mission and guiding principles.</p> <p>3.6 <b>Model good governance</b> – Wikimedia Australia operates with integrity and is proactive in our leadership locally, across our region and across the global Wikimedia movement.</p>		
<b>SMART OBJECTIVES</b>	<ul style="list-style-type: none"> <li>▪ To undertake an independent review of Wikimedia Australia's governance structure and practices by 2027 to ensure our incorporation model is fit for purpose.</li> <li>▪ To develop a decision-making process by 2026, to guide consistency and fairness in how decisions are made.</li> <li>▪ To develop a risk management plan by 2026, to help the organisation identify and manage risks.</li> <li>▪ To develop a process for receiving feedback and handling complaints.</li> <li>▪ To develop an environmental policy</li> </ul>	<ul style="list-style-type: none"> <li>▪ To develop clear and ambitious three year Activity Plans to support the delivery of this Strategic plan.</li> <li>▪ To conduct at least two opportunities annually for members to give feedback and provide input into the organisation's strategic direction and activities.</li> <li>▪ To provide relevant and appropriate training and development for staff and Board as needed.</li> <li>▪ Honorarium payments to sitting Board members in recognition of the value they provide to the organisation.</li> <li>▪ To share knowledge</li> </ul>	<ul style="list-style-type: none"> <li>▪ To increase funding allocation from the Wikimedia Foundation by at least 100% by 2035.</li> <li>▪ To increase our non-subsidised funding by at least 25% by 2035.</li> <li>▪ To conduct a comprehensive review of our existing policy and procedures, ensuring needed documents are improved or created based on priority-level.</li> <li>▪ To ensure all policies and procedures are reviewed appropriately on an ongoing basis.</li> <li>▪ To develop and implement a process for evaluating the</li> </ul>

	<p>by 2026, outlining steps to reduce the organisation's environmental footprint and climate impact.</p> <ul style="list-style-type: none"> <li>▪ Ensure all legal compliance requirements are completed in a timely manner.</li> <li>▪ Ensure all policies and meeting minutes are made available to read on the Wikimedia Australia website within six weeks of finalisation or review.</li> </ul>	<p>and collaborate in the ESEAP region through participation in at least two regional Wikimedia events or initiatives annually.</p> <ul style="list-style-type: none"> <li>▪ To engage in mentoring and/or training with a minimum of five Wikimedia personnel or contributors from at least three other countries in the ESEAP region by 2035.</li> </ul>	<p>impact of Wikimedia Australia's programs and activities to identify areas for improvement and adaptation by 2026.</p> <ul style="list-style-type: none"> <li>▪ To dedicate a minimum of 1% of annual budgets to exploring and piloting innovative ways of working.</li> </ul>
<b>WHY</b>	<ul style="list-style-type: none"> <li>▪ To improve our own governance and procedures to ensure accountability.</li> <li>▪ To build and maintain trust – among our members, partners, other stakeholders, the Wikimedia Foundation and the global Wikimedia movement.</li> <li>▪ To protect our integrity and increase our resilience as an organisation.</li> <li>▪ Good governance helps us uphold our mandate and the Wikimedia mission and guiding principles.</li> </ul>	<ul style="list-style-type: none"> <li>▪ To influence relevant domestic and international law and policy that impacts the Wikimedia mission and values.</li> <li>▪ To agitate for better governance at the Wikimedia Foundation and throughout the global Wikimedia movement.</li> <li>▪ Leading by example positions Wikimedia Australia as an exemplar in the Australian nonprofit sector and the global Wikimedia movement.</li> </ul>	<ul style="list-style-type: none"> <li>▪ To grow and diversify our revenue and increase our resilience as an organisation</li> <li>▪ A culture of continual improvement and innovation encourages experimentation, learning from mistakes and the development of new approaches to achieving our mission.</li> <li>▪ Improvement and innovation drives growth in our reach, impact and the effectiveness of Wikimedia Australia.</li> </ul>
<b>KEY INITIATIVES</b>	<ul style="list-style-type: none"> <li>▪ Develop a Decision-making Framework to support consistency and fairness in the decisions we make.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Provide training for board members and staff on best practices in nonprofit governance, financial management, and</li> </ul>	<ul style="list-style-type: none"> <li>▪ Diversify funding sources by exploring new fundraising strategies.</li> <li>▪ Investigate alternative models of</li> </ul>

	<ul style="list-style-type: none"> <li>Develop a Risk Management Framework to identify, assess and mitigate potential risks to the organisation's operations, finances and reputation.</li> <li>Continually improve our operations and programs informed by feedback.</li> <li>Develop an Environmental Policy (in alignment with the <a href="#">Wikimedia Foundation Sustainability Report</a>).</li> <li>Undertake a policy gap analysis, improving policy and filling gaps.</li> </ul>	<p>legal compliance.</p> <ul style="list-style-type: none"> <li>Conduct at least one annual membership survey to gather feedback and input on Wikimedia Australia's strategic direction and activities, starting in 2025.</li> <li>Monitor Wikimedia Foundation strategies and policy development and participate in the expanding role of chapters.</li> <li>Regularly review our Strategy and refining our implementation of it.</li> <li>Engage in a robust Strategic Planning process in 2035 to develop our next 10 Year Strategic Plan.</li> </ul>	<p>incorporation to support our Strategy and fundraising ambitions.</p> <ul style="list-style-type: none"> <li>Monitor and apply for Wikimedia Foundation funding.</li> <li>Transition Wikimedia Australia out of the ESEAP funding program and onto a percentage of donations model.</li> <li>Achieve DGR status so the organisation can provide tax receipts to donors and incentivise more donations.</li> <li>Streamline internal processes and workflows to improve our efficiency and effectiveness.</li> </ul>
<b>Strategic pillar 4: Celebrate our community</b>			
<b>VALUES</b>	Shared vision and values	Uniquely Australian	Curiosity and learning
<b>VALUES STATEMENT</b>	Wikimedia Australia has a diverse and inspiring community around us – whether members or not. Wikimedia Australia are their support network, advocates and cheerleaders.		
<b>GOALS</b>	<p>4.1 <b>For our members</b> – Wikimedia Australia will better recognise, connect, support, care for, empower, grow and celebrate our members and the Australian contributor community.</p> <p>4.2 <b>Shared spirit</b> – To foster a spirit of shared purpose and a sense of shared ownership and responsibility for free knowledge among our members and the Australian contributor community.</p> <p>4.3 <b>Community pride</b> – Membership is not mandatory, but membership of Wikimedia Australia is a mark our members wear with pride.</p> <p>4.4 <b>For Australian communities</b> – Wikimedia Australia will recognise and celebrate the unique Australian context our members and the Australian contributor community bring to Wikipedia and other Wikimedia free</p>		

	<p>knowledge platforms.</p> <p>4.5 <b>For our global community</b> – Wikimedia Australia will listen to, learn from, support, celebrate and advocate for diverse Wikimedia communities locally, in our region and across the global Wikimedia movement.</p>		
<b>SMART OBJECTIVES</b>	<ul style="list-style-type: none"> <li>▪ To organise a minimum of four social or networking events for Wikimedia Australia members and the Australian contributor community annually.</li> <li>▪ To offer a minimum of two professional or skills development opportunities to members annually to support growth.</li> <li>▪ Feature member stories and contributions on the Wikimedia Australia website and social media channels a minimum of quarterly.</li> </ul>	<ul style="list-style-type: none"> <li>▪ To establish a process for members to propose and lead community-driven free knowledge projects or initiatives at any time, and reported annually.</li> <li>▪ Develop and offer exclusive Wikimedia Australia member merchandise (e.g. t-shirts, badges) at least once annually.</li> <li>▪ Develop and promote a curated collection of Australian-related resources on the Wikipedia Australia website to support contributions to Wikipedia and other Wikimedia free knowledge platforms reviewed annually.</li> </ul>	<ul style="list-style-type: none"> <li>▪ To provide a minimum of 10 opportunities for members to connect and share lessons learned, ideas and research, per quarter.</li> <li>▪ To provide a minimum of one dedicated funding opportunity for a member to undertake innovative, exploratory or experimental approaches to content development for Wikimedia platforms annually.</li> </ul>
<b>WHY</b>	<ul style="list-style-type: none"> <li>▪ A shared vision and values leads to a greater sense of community and collaboration among contributors.</li> <li>▪ A shared purpose is a powerful source of motivation and inspiration for contributors to volunteer their time, skills and resources to growing free knowledge.</li> <li>▪ Stronger cohesion increases the impact of Wikimedia Australia, the</li> </ul>	<ul style="list-style-type: none"> <li>▪ To more accurately reflect the richness and diversity of contemporary Australia.</li> <li>▪ To raise awareness of, promote, document and preserve Australia's unique knowledge, culture and history, including Aboriginal and Torres Strait Islander knowledges.</li> <li>▪ Showcasing Australian contributions to science, technology, the arts, sport and</li> </ul>	<ul style="list-style-type: none"> <li>▪ Curiosity and learning are the crux of free knowledge and making them central to Wikimedia Australia's work fuels the mission.</li> <li>▪ Curiosity and learning are strong motivators for many contributors.</li> <li>▪ To create a culture of learning in which everyone is encouraged to ask questions, explore new ideas, learn from their experiences and</li> </ul>

	Australian contributor community and the global Wikimedia movement.	<p>other fields.</p> <ul style="list-style-type: none"> <li>Connecting Australia with the world through the sharing of Australian stories and knowledge.</li> </ul>	follow any rabbit hole.
<b>KEY INITIATIVES</b>	<ul style="list-style-type: none"> <li>To better recognise and celebrate outstanding community achievements.</li> <li>Review our membership fee structure.</li> <li>Develop a methodology for understanding and measuring community outputs.</li> <li>Host regional meetups and hybrid events to ensure accessibility for members across Australia.</li> <li>Develop young contributors and university engagement programs, connecting them with skill-building opportunities.</li> <li>Continue to involve members in the development and delivery of Wikimedia Australia's Strategy.</li> </ul>	<ul style="list-style-type: none"> <li>Develop a Content Development Strategy to set priority areas.</li> <li>Provide funding opportunities and facilitate and support partners to apply for external funding for Wikimedia projects as requested.</li> <li>Hold regular community meetings, meetups and outreach for members and contributors.</li> <li>Develop Wikimedian in Residence programs (themed or organisation based).</li> <li>Coordinate geonotice banners on Wikimedia platforms to promote relevant Australian events and projects.</li> </ul>	<ul style="list-style-type: none"> <li>Expand the annual national Australian conference to include local and international speakers.</li> <li>Support members and the Australian contributor community to work on Wikimedia content they are interested in.</li> <li>Support members to attend international fora such as Wikimania and share knowledge and experience.</li> <li>Develop, deploy and promote a Certified Facilitator Program.</li> <li>Position Wikipedia and other Wikimedia platforms as tools for lifelong learning, including through the 'Why Wiki' campaign.</li> </ul>

For clarity, in this Strategy the follow terms are used and defined below:

- Australian contributor community means members, contributors, readers and members of associated organisations such as Wiki Club West and our partners and other stakeholders.

- Australians means Australian citizens and editors resident in Australia.
- Partnerships are relationships formally established between Wikimedia Australia and another person or organisation to work together.
- Local means within Australia and its territories, our region means [ESEAP](#) and global means the worldwide Wikimedia movement.